

In the Claims:

Please amend the claims as follows:

1. (Currently amended) A method of identifying illegitimate interactions of a presumed user on a network, the method comprising:
 - collecting data from user interactions on a network, the data including aggregate measure data and unique feature data about the presumed user;
 - storing the data in a database;
 - building predictive models with the aggregate measure and unique feature data to identify illegitimate interactions with the network; ~~and~~
 - wherein building the predictive models includes:
 - applying a mathematical model of interactions derived from at least one probabilistic mathematical equation;
 - applying a mathematical model of interactions based on at least one stochastic mathematical equation; and
 - determining a legitimacy of the interactions using the stochastic and probabilistic mathematical equations; and
 - identifying the illegitimate interactions in the database using the predictive models.
2. Cancelled.
3. (Currently Amended) The method of claim 1 ~~2~~-where the at least one probabilistic approach includes logistic regression.
4. (Currently Amended) The method of claim 1 ~~2~~-where the at least one stochastic approach includes linear discriminant analysis.
5. (Currently Amended) The method of claim 1 ~~2~~-further including:
 - assigning a classification to the value created by the probabilistic and stochastic derived mathematical models of interaction;
 - computing values of the probabilistic and stochastic derived mathematical models of interaction;
 - for the probabilistic mathematical models, placing an interaction into a class based on a computed probability of belonging to that class; and

for the stochastic mathematical models, placing an interaction into the class with the highest computed value.

6. (Original) The method of claim 5 further including:
periodically reassessing the probabilistic and stochastic mathematical models against a standard;
applying a retrospective validating process; and
applying a prospective validating process.

7. (Currently Amended) The method of claim 1 further comprising:
evaluating multiple network interactions by both using the predictive models and without using the predictive models;
creating a classification table based on the evaluating; and
~~determining a model of legitimate and illegitimate interactions from~~ choosing at least one of the predictive models to use based on the classification table.

8. (Original) The method of claim 1 further including:
creating a database of illegitimate interactions.

9. (Original) The method of claim 8 further including:
evaluating the database to ensure that the probabilistic and stochastic derived mathematical models of interaction are reliable; and
discarding unreliable probabilistic and stochastic mathematical models of interaction.

10. (Original) The method of claim 9 further including:
collecting additional aggregate measure and unique feature data; and
deriving new probabilistic and stochastic derived mathematical models of interaction based on existing collected data and the additional collected aggregate measure and unique feature data.

11. (Original) The method of claim 1 where the collection of aggregate measure data comprises:
collecting data on a number of clicks per internet protocol address for a given time period;

collecting data on a number of unique queries per user session;
collecting data on a number of network clicks for a given time period; and
collecting data on a number of distinct referral partners who could access the
network.

12. (Original) The method of claim 1 where the collection of unique feature data comprises:

collecting data on an origin of the presumed user;
collecting data on a time of the interactions;
collection data on a type of the interactions; and

collecting data on presumed measures of uniqueness of the presumed user.

13. (Currently Amended) A method for creating reports according to website interactions after determining the validity of the website interactions, the method comprising:

collecting aggregate measure data and unique feature data about the website interaction;

building predictive models with the aggregate measure and unique feature data to identify undesirable interactions with the website, wherein statistical data analysis techniques are used to create predictive models of undesirable interactions; and

applying the statistical data analysis techniques to identify undesirable interactions with the website before removing the undesirable interactions from the reports; and
removing the undesirable interactions from the reports, once identified.

14. Cancelled.

15. Cancelled.

16. (Currently Amended) The method of claim 13 ~~15~~ wherein the predictive models are used to produce at least one of a probability value and a behavior group.

17. (Original) The method of claim 16 further including:
formulating a business rule about which probability value or behavior group constitutes undesirable interactions with the Website.

18. (Currently Amended) The method of claim 13 ~~15~~ further including:

creating a database of undesirable interactions.

19. (Original) The method of claim 18 further including:
evaluating the database to ensure that the predictive models are reliable; and
discarding unreliable predictive models.

20. (Original) The method of claim 19 further including:
collecting additional aggregate measure and unique feature data; and
deriving new predictive models based on existing collected data and the
additional collected data.

21. (Original) The method of claim 13, wherein the predictive model is biased in
favor of a customer.

22. (Currently Amended) A system for creating reports according to website
interactions after determining the validity of the website interactions, the method comprising:
a first processor to collect aggregate measure data and unique feature data about a
website user;
a second processor to create predictive models with the aggregate measure and
unique feature data to identify undesirable interactions with the website, wherein statistical data
analysis techniques used to create the predictive models of undesirable interactions and wherein
the statistical data analysis techniques are used to identify undesirable interactions with the
website before removing the undesirable interactions from the reports, wherein the undesirable
interactions are removed from the reports, once identified.

23. Cancelled.

24. Cancelled.

25. (Currently Amended) The system of claim 22 24-wherein the predictive
models are used to produce at least one of a probability value and a behavior group.

26. (Original) The system of claim 25 wherein a business rule is formulated
about which probability value or behavior group constitutes undesirable interactions with the
Website.

27. (Currently Amended) The system of claim ~~22~~ 24 wherein a database is created of undesirable interactions.

28. (Original) The system of claim 27 wherein the database is evaluated to ensure that the predictive models are reliable and unreliable predictive models are discarded.

29. (Original) The system of claim 28 wherein new data is collected and new predictive models are derived based on existing collected data and the new collected data.

30. (Original) The system of claim 22 wherein the predictive model is biased in favor of a customer.

31. (Currently Amended) A method of rating user interactions on a network, the method comprising:

collecting data from user interactions on a network, the data including aggregate measure data and unique feature data about the user;

storing the data in a database; and

building predictive models with the aggregate measure and unique feature data to rate the interactions with the network;

wherein the building predictive models comprises:

applying a probabilistic approach to mathematical modeling of the interactions;

applying a stochastic approach to derive mathematical models of the interaction; and

identifying interactions on the network using the probabilistic and stochastic mathematical models of interaction.

32. (Original) The method of claim 31 further including identifying illegitimate interactions on the network.

33. (Original) The method of claim 31 further including identifying invalid interactions on the network.

34. (Original) The method of claim 31 further including identifying unauthorized interactions on the network.

deriving new probabilistic and stochastic mathematical models of interaction based on existing collected data and the additional collected data.

42. (Original) The method of claim 31 where the collection of aggregate measure data comprises:

collecting data on a number of clicks per internet protocol address for a given time period;

collecting data on a number of unique queries per user session;

collecting data on a number of network clicks for a given time period; and

collecting data on a number of distinct referral partners who could access the network.

43. (Original) The method of claim 31 where the collection of unique feature data comprises:

collecting data on an origin of the user;

collecting data on a time of the interactions;

collection data on a type of the interactions; and

collecting data on presumed measures of uniqueness of the user.